



amphibian ark
2008 YEAR OF THE FROG

AArk South Asia

Summer Awareness Campaign

South Asia AArk Summer Awareness Campaign

AArk SAC or even SA AArk SAC is a five month campaign beginning in May. Amphibian Crisis campaigners should continue to create awareness among public and policy makers about the perilous plight of amphibians in South Asia and virtually all regions of the world. Some "what to do" are listed beneath this plan.

Campaign Objectives

AArk South Asia intends for the campaign to:

- Increase awareness and understanding of the amphibian extinction crisis & Amphibian Ark role
- Motivate individuals and organizations to contribute their time and energy to educate others about the need to protect amphibians.
- Increase awareness of environmental protection and related issues as global warming generally.

Campaign Activities



Field first run materials on Coimbatore school teachers who have taken ZOO educator training - June 5 - World Environment day.



Field first run materials on selected educators who can organize an activity fast.



Evaluate first run materials.



Move to combining AArk South Asia Summer Campaign with "Amphibians on the Map" ... project funded by Sea World Conservation Fund.



Send press release and visuals to press with appropriate version to policy makers, amphibian researchers, wildlife departments, Chief Education Officers throughout South Asia via country partners.



Distribute educational materials or camera ready copy.



Track activities, promote South Asian awareness activists globally, and encourage in other ways.



Finally, get ready for Wildlife Week, 1-7 October, AArk, India Campaign. India's most popular wildlife awareness event (over 50 years old).

Amphibian Ark's three principal partners are:

- IUCN/SSC Conservation Breeding Sp. Group (CBSG).
- IUCN/SSC Amphibian Specialist Group (ASG).
- World Association of Zoos and Aquariums (WAZA).

AArk South Asia's principal partners are:

- Amphibian Network of South Asia
- South Asian Zoo Association
- CBSG South Asia
- Zoo Outreach Organisation
- Wildlife Information & Liaison Development

Principal sponsor of SA AArk SAC is:

Sea World Conservation Fund

AArk South Asia supports the creation of a widespread awareness of what amphibians are, what they do for the environment, what is the amphibian crisis, and what governments and private citizens can do to help

Amphibian Crisis facts:

- One-third to one-half of the world's approximately 6,000 known amphibian species could go extinct in our lifetime.
- This would be the most significant mass extinction since the disappearance of the dinosaurs.
- Amphibians are among the first species to be affected by environmental stressors.
- When amphibians declines in the wild, it is a warning to humans for themselves and other species as well as amphibians.
- Amphibians are an integral part of the ecosystem and possess biological systems that hold the key to medical research.

Causes of amphibian decline

- Habitat loss
- Climate change
- Pollution and pesticides
- Over-collection for food and pets
- Most immediate cause: a parasitic fungus called amphibian chytrid

Solution

First priority for South Asia: make policy makers, press and public understand what is an amphibian and what is the crisis. See next page for ... ways to improve amphibian awareness!

... ways to improve amphibian awareness!

Things you can do to

-  **P**opularize amphibians,
-  **P**romote a positive image of amphibians and
-  **P**rogress awareness:

1. Ask friends and family members to sign the Amphibian Ark petition.
2. Enlist friends also to collect signatures for the AArk petition.
3. Provide incentives and reinforcement for most prolific collectors among your friends (we can help).
4. Write letters in support of frogs to your local language newspaper editor and to your local government leaders
5. If you have a "show and tell" or equivalent at your school, get some amphibian education materials and "show and tell" about them to your class
6. If you have an earth area in your compound make an Amphibian Friendly Wildlife Habitat that creates homes for amphibians and get friends to do so. See <http://www.nwf.org/backyard/>.
7. Lobby your school to create a Wildlife Habitat as a class project and make it amphibian friendly.
8. Organize a "Ribbit" Ride - a bike ride with friends through the country displaying AArk signs on your bike and listening for frogs in your area ["Ribbit" is kind of the sound frogs make]
9. Read frog books, articles and websites - share with friends
10. Learn differences between the major amphibians types: frogs, toads, salamanders, newts & caecilians
11. Gather groups of friends to solicit signatures for AArk petition at markets, temples, movie theatres, etc.
12. Have a Sidewalk Chalk Art Show - draw pictures of frogs with your class or a group of friends. Whoever comes to see what you are doing can sign the petition.
13. Do you know the story of the princess and the frog ... a princess kisses a frog and he turns into a handsome prince. Have a 'kiss the frog' booth at any public event with people kissing a stuffed frog or a picture of a frog and then signing the AArk petition. We can send you a picture of a real princess kissing a frog to display as an attractant.
14. Hold a school or any group Olympics Field Day Challenge with frog-themed games like jump rope, sack races, hop scotch, long jump, and hurdles.
15. Ask your boss to let you run a small campaign at work. A good first step would be to invite colleagues to have their children create "save the frog" posters and display them at a central place in your work site. ZOO/AArk will send materials for their kids.



Even now, you can order Summer Programme materials for World Environment Day

Hello !

We apologise for making this new offering so late, but news of it came to us only a few days ago.

Because World Environment Day is less than two weeks away, we are preparing special, easy-to-implement programme materials so that you can maybe just zip into a school room or class, or a children's party, or some other NGO's on World Environment Day and give a very short presentation about the Amphibian Crisis and give each child a sticker and a bookmark with an Amphibian theme and some simple facts.

You are not required to "plan a programme" to get these sticker - bookmark educational items but only to find a group of youngsters who might be approachable and interested and give them the item. If you talk to them, all the better ! If you wear an amphibian mask, all the better ! If you carry a toy frog for them to pat or kiss, all the better ! Whatever you can find time and energy to do is fine. You can order up to 100 without making a proposal. Over 100 and you have to justify it with a plan.

Same rules apply otherwise: you will have to reimburse us for postage and give a short report of how you distributed and what was the general response. We need to know whether to make lots and lots of these.

Our education staff and local partners will be hitting schools and zoos in coimbatore on WED with these handouts, wearing a frog mask and a t-shirt. If you want a mask and t-shirt with your order please say. No more than one please.

If we can get people all over South India at least to conduct these mini-awareness visits, it will launch our version of the AArk summer programme nicely and fill YOTF Year of the Frog with events till Wildlife Week.

Contact Marimuthu at marimuthu@zooreach.org or zooreach@zooreach.org or phone him at Zoo Office number 0422 2561087.